

Subject: ACTION ALERT: Vote no on Measure JJJ
From: "Central City Association" <jdanganan@ccala.org>
Date: 11/07/2016 10:49 AM
To: "Julia Marino" <jmarino@downtownla.com>

CCA Action Alert



ACTION ALERT

Measure JJJ will make the housing crisis worse. Vote No.

**VOTE no on
Measure JJJ**

With a crowded November ballot, we understand that many measures may go overlooked. However, we urge you to be sure to vote NO on Measure JJJ, a measure so poorly written that it could make our housing affordability crisis worse.

An Economic Impact Report, authored by renowned economist Chris Thornberg of Beacon Economics, paints a vivid picture of how Measure JJJ will increase Los Angeles' already crisis-level housing costs.

Among the report's key findings are that JJJ:

- Would further accelerate increases in home prices and rents in Los Angeles.
- Will drive up total project costs by 46%.
- Have the effect of stifling a valuable subset of residential construction and make an already dire housing situation much worse.

Join us and vote NO on Measure JJJ.

For more information, please visit www.nooniji.org.

To read CCA's November 8th election recommendations, [please click here](#).

Please contact John Howland, CCA's Director of Government Relations, with any questions at jhowland@ccala.org.

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